

T/3/ALL

5/3/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&amp;Learning. All rts. reserv.

02235598 84469879

**Investments in consumer relationships: A cross-country and cross-industry exploration**

De Wulf, Kristof; Odekerken-Schroder, Gaby; Lacobucci, Dawn

Journal of Marketing v65n4 PP: 33-50 Oct 2001

ISSN: 0022-2429 JRNL CODE: JMK

WORD COUNT: 12145

5/3/2 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&amp;Learning. All rts. reserv.

02231031 82670078

**Uncovering patterns in cybershopping**

Moe, Wendy W; Fader, Peter S

California Management Review v43n4 PP: 106-117 Summer 2001

ISSN: 0008-1256 JRNL CODE: CMR

WORD COUNT: 4745

5/3/3 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&amp;Learning. All rts. reserv.

02198007 75443737

**Reducing assortment: An attribute-based approach**

Boatwright, Peter; Nunes, Joseph C

Journal of Marketing v65n3 PP: 50-63 Jul 2001

ISSN: 0022-2429 JRNL CODE: JMK

WORD COUNT: 8483

5/3/4 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&amp;Learning. All rts. reserv.

02197349 75870282

**An exploratory examination of retaliatory preannouncing**

Lilly, Bryan; Walters, Rockney

Journal of Marketing Theory &amp; Practice v8n4 PP: 1-9 Fall 2000

ISSN: 1069-6679 JRNL CODE: MTP

WORD COUNT: 6504

5/3/5 (Item 5 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&amp;Learning. All rts. reserv.

02175957 66520241

**Academic insights: An application of multiple-group causal models in assessing cross-cultural measurement equivalence**

Myers, Matthew B; Calantone, Roger J; Page, Thomas J Jr; Taylor, Charles R

Journal of International Marketing v8n4 PP: 108-121 2000

ISSN: 1069-031X JRNL CODE: INL

WORD COUNT: 5091

5/3/6 (Item 6 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

02163659 72754362

**Measuring the effects of sponsorships**

Harvey, Bill

Journal of Advertising Research v41n1 PP: 59-65 Jan/Feb 2001

ISSN: 0021-8499 JRNL CODE: ADR

WORD COUNT: 3528

5/3/7 (Item 7 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

02162140 55104701

**Assessing consumer preferences for clean-fuel vehicles: A discrete choice experiment**

Ewing, Gordon; Sarigollu, Emine

Journal of Public Policy & Marketing v19n1 PP: 106-118 Spring 2000

ISSN: 0743-9156 JRNL CODE: JMP

WORD COUNT: 8393

5/3/8 (Item 8 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

02131093 67832917

**The ARF Copy Research validity project**

Haley, Russell I; Baldinger, Allan L

Journal of Advertising Research v40n6 PP: 114-135 Nov/Dec 2000

ISSN: 0021-8499 JRNL CODE: ADR

WORD COUNT: 9373

5/3/9 (Item 9 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

02099735 65006825

**The effectiveness of tensile pricing tactics in the advertising of services**

Stafford, Marla Royne; Stafford, Thomas F

Journal of Advertising v29n2 PP: 45-58 Summer 2000

ISSN: 0091-3367 JRNL CODE: JOA

WORD COUNT: 8620

5/3/10 (Item 10 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

02050143 56862787

**Tourism destination loyalty**

Oppermann, Martin

Journal of Travel Research v39n1 PP: 78-84 Aug 2000

ISSN: 0047-2875 JRNL CODE: JTR

WORD COUNT: 5889

5/3/11 (Item 11 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

01768528 04-19519

**Using variety-seeking-based segmentation to study promotional response**  
Trivedi, Minakshi  
Journal of the Academy of Marketing Science v27n1 PP: 37-49 Winter 1999  
ISSN: 0092-0703 JRNL CODE: AMK  
WORD COUNT: 7429

5/3/12 (Item 12 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01718157 03-69147  
**Understanding consumer response to category management through virtual reality**  
Needel, Stephen P  
Journal of Advertising Research v38n4 PP: 61-67 Jul/Aug 1998  
ISSN: 0021-8499 JRNL CODE: ADR  
WORD COUNT: 3722

5/3/13 (Item 13 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01708676 03-59666  
**The impact of auctions on residential sales prices in New Zealand**  
Dotzour, Mark G; Moorhead, Everard; Winkler, Daniel T  
Journal of Real Estate Research v16n1 PP: 57-71 1998  
ISSN: 0896-5803 JRNL CODE: JRR  
WORD COUNT: 5564

5/3/14 (Item 14 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01685137 03-36127  
**Latent segmentation models**  
Cohen, Steven H; Ramaswamy, Venkatram  
Marketing Research: A Magazine of Management & Applications v10n2 PP: 14-21 Summer 1998  
ISSN: 1040-8460 JRNL CODE: MRE  
WORD COUNT: 3537

5/3/15 (Item 15 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01607483 02-58472  
**The role of relationship quality in the stratification of vendors as perceived by customers**  
Dorsch, Michael J; Swanson, Scott R; Kelley, Scott W  
Journal of the Academy of Marketing Science v26n2 PP: 128-142 Spring 1998  
ISSN: 0092-0703 JRNL CODE: AMK  
WORD COUNT: 11356

5/3/16 (Item 16 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01591145 02-42134  
**What do you want your brand to be when it grows up: Big and strong?**

5/

Farr, Andy; Hollis, Nigel  
Journal of Advertising Research v37n6 PP: 23-36 Nov/Dec 1997  
ISSN: 0021-8499 JRNL CODE: ADR  
WORD COUNT: 7547

5/3/17 (Item 17 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01589187 02-40176

**The association of ethical judgment of advertising and selected advertising effectiveness response variables**

Simpson, Penny M; Brown, Gene; Widing, Robert E II  
Journal of Business Ethics v17n2 PP: 125-136 Jan 1998  
ISSN: 0167-4544 JRNL CODE: JBE  
WORD COUNT: 5133

5/3/18 (Item 18 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01409529 00060516

**Advertising on the Web: Is there response before click-through?**

Briggs, Rex; Hollis, Nigel  
Journal of Advertising Research v37n2 PP: 33-45 Mar/Apr 1997  
ISSN: 0021-8499 JRNL CODE: ADR  
WORD COUNT: 6625

*farr test  
p27min 83*

5/3/19 (Item 19 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01403998 00054985

**An examination of the nature of trust in buyer-seller relationships**

Doney, Patricia M; Cannon, Joseph P  
Journal of Marketing v61n2 PP: 35-51 Apr 1997  
ISSN: 0022-2429 JRNL CODE: JMK  
WORD COUNT: 12318

5/3/20 (Item 20 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01383553 00-34540

**Perceptual differences among owners of luxury cars: Strategic marketing implications**

Rosecky, Richard B; King, Algin B  
Mid-Atlantic Journal of Business v32n3 PP: 221-240 Dec 1996  
ISSN: 0732-9334 JRNL CODE: JJBZ  
WORD COUNT: 4488

5/3/21 (Item 21 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

01351925 00-02912

**Life insurance: Who wants it?**

Bryck, Sally A; Retzloff, Cheryl D  
LIMRA's MarketFacts v15n6 PP: 22-31 Nov/Dec 1996  
ISSN: 0889-0986 JRNL CODE: MKF

*6/*

WORD COUNT: 4887

5/3/22 (Item 22 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

01331817 99-81213

**Framing in advertising and the moderating impact of consumer education**

Smith, Gerald E

Journal of Advertising Research v36n5 PP: 49-64 Sep/Oct 1996

ISSN: 0021-8499 JRNL CODE: ADR

WORD COUNT: 7740

5/3/23 (Item 23 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

01254887 99-04283

**Targeting the Hispanic market: Comparative persuasion of TV commercials in Spanish and English**

Roslow, Peter; Nicholls, J A F

Journal of Advertising Research v36n3 PP: 67-77 May/Jun 1996

ISSN: 0021-8499 JRNL CODE: ADR

WORD COUNT: 4881

5/3/24 (Item 24 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

01165245 98-14640

**Target marketing with Logit Regression**

Morrison, Jeffrey S

Journal of Business Forecasting Methods & Systems v14n4 PP: 10-12 Winter 1995/1996

ISSN: 0278-6087 JRNL CODE: JBT

WORD COUNT: 1716

5/3/25 (Item 25 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

01142198 97-91592

**Premarket forecasting of really-new products**

Urban, Glen L; Weinberg, Bruce D; Hauser, John R

Journal of Marketing v60n1 PP: 47-60 Jan 1996

ISSN: 0022-2429 JRNL CODE: JMK

WORD COUNT: 10294

5/3/26 (Item 26 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

01024657 96-74050

**Healthscapes: The role of the facility and physical environment on consumer attitudes, satisfaction, quality assessments, and behaviors**

Hutton, James D; Richardson, Lynne D

Health Care Management Review v20n2 PP: 48-61 Spring 1995

ISSN: 0361-6274 JRNL CODE: HCM

WORD COUNT: 7943

7

5/3/27 (Item 27 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

01018249 96-67642

**The combined influence hypothesis: Central and peripheral antecedents of attitude toward the ad**

Lord, Kenneth R; Lee, Myung-Soo; Sauer, Paul L

Journal of Advertising v24n1 PP: 73-85 Spring 1995

ISSN: 0091-3367 JRNL CODE: JOA

WORD COUNT: 8458

5/3/28 (Item 28 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

01018247 96-67640

**Gender differences in information processing strategies: An empirical test of the selectivity model in advertising response**

Darley, William K; Smith, Robert E

Journal of Advertising v24n1 PP: 41-56 Spring 1995

ISSN: 0091-3367 JRNL CODE: JOA

WORD COUNT: 9094

5/3/29 (Item 29 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

00920566 95-69958

**The effect of modern female sex role portrayals on advertising effectiveness**

Jaffe, Lynn J; Berger, Paul D

Journal of Advertising Research v34n4 PP: 32-42 Jul/Aug 1994

ISSN: 0021-8499 JRNL CODE: ADR

WORD COUNT: 6481

5/3/30 (Item 30 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

00844849 94-94241

**Sourcing from Central and Eastern Europe: Conditions and implementation**

Pfohl, Hans-Christian; Large, Rudolf

International Journal of Physical Distribution & Logistics Management

v23n8 PP: 5-15 1993

ISSN: 0960-0035 JRNL CODE: IPD

WORD COUNT: 7173

5/3/31 (Item 31 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2001 ProQuest Info&Learning. All rts. reserv.

00840874 94-90266

**A preliminary investigation into pre- and post-purchase risk perception and reduction**

Mitchell, V W; Boustani, Pari

European Journal of Marketing v28n1 PP: 56-71 1994

ISSN: 0309-0566 JRNL CODE: EJM

WORD COUNT: 5466

8/

5/3/32 (Item 32 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

00774405 94-23797

**Advertising claim objectivity: Antecedents and effects**

Darley, William K; Smith, Robert E  
Journal of Marketing v57n4 PP: 100-113 Oct 1993  
ISSN: 0022-2429 JRNL CODE: JMK  
WORD COUNT: 9710

5/3/33 (Item 33 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

00726237 93-75458

**Message Framing and the Interrelationships Among Ad-Based Feelings, Affect, and Cognition**

Homer, Pamela M.; Yoon, Sun-Gil  
Journal of Advertising v21n1 PP: 19-33 Mar 1992  
ISSN: 0091-3367 JRNL CODE: JOA  
WORD COUNT: 6538

5/3/34 (Item 34 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

00725791 93-75012

**Salesperson Communication Style: The Neglected Dimension in Sales Performance**

Dion, Paul A.; Notarantonio, Elaine M.  
Journal of Business Communication v29n1 PP: 63-77 Winter 1992  
ISSN: 0021-9436 JRNL CODE: JBC  
WORD COUNT: 4661

5/3/35 (Item 35 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2001 ProQuest Info&Learning. All rts. reserv.

00114246 80-08146

**Predicting Purchase and Other Behaviors from General and Contextually Specific Intentions**

Warshaw, Paul R.  
Journal of Marketing Research v17n1 PP: 26-33 Feb 1980  
ISSN: 0022-2437 JRNL CODE: JMR

5/3/36 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2001 Resp. DB Svcs. All rts. reserv.

02615371 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Gotta Have It**

(Youth market spends about \$300 bil/yr in disposable income; online retailers reveal strategies to lure impulse buys)

Internet Retailer, p 24+

September 1999

DOCUMENT TYPE: Journal (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2433

9/

5/3/37 (Item 1 from file: 613)  
DIALOG(R)File 613:PR Newswire  
(c) 2001 PR Newswire Association Inc. All rts. reserv.

00233109 19991215LASUMM (USE FORMAT 7 FOR FULLTEXT)  
PR Newswire California Summary, Wednesday, Dec. 15, 1999 up to 10:00 a.m.  
PT  
PR Newswire  
Wednesday, December 15, 1999 13:17 EST  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 4,001

5/3/38 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2001 The Gale Group. All rts. reserv.

09063904 Supplier Number: 79030440 (USE FORMAT 7 FOR FULLTEXT)  
**An online prepurchase intentions model: The role of intention to search. (study researches whether Internet is key in market research)**  
Shim, Soyeon; Eastlick, Mary Ann; Lotz, Sherry L.; Warrington, Patricia  
Journal of Retailing, v7, n3, p397  
Fall, 2001  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Refereed; Trade  
Word Count: 9161

5/3/39 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2001 The Gale Group. All rts. reserv.

09063902 Supplier Number: 79030438 (USE FORMAT 7 FOR FULLTEXT)  
**The impact of satisfaction and payment equity on crossbuying: A dynamic model for a multi-service provider. (discussion of cross-selling additional services)**  
Verhoef, Peter C.; Franses, Philip Hans; Hoekstra, Janny C.  
Journal of Retailing, v7, n3, p359  
Fall, 2001  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Refereed; Trade  
Word Count: 8957

5/3/40 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2001 The Gale Group. All rts. reserv.

08572792 Supplier Number: 74034732 (USE FORMAT 7 FOR FULLTEXT)  
**Coupon response in services. (Statistical Data Included)**  
Taylor, Gail Ayala  
Journal of Retailing, v77, n1, p139  
Spring, 2001  
Language: English Record Type: Fulltext  
Article Type: Statistical Data Included  
Document Type: Magazine/Journal; Refereed; Trade  
Word Count: 5726

5/3/41 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.



13693986 SUPPLIER NUMBER: 72659938 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A Comparative Analysis of Three Communication Formats: Advertising, Infomercial, and Direct Experience. (Statistical Data Included)**  
Singh, Mandeep; Balasubramanian, Siva K.; Chakraborty, Goutam  
Journal of Advertising, 29, 4, 59  
Winter, 2000  
DOCUMENT TYPE: Statistical Data Included ISSN: 0091-3367  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 11841 LINE COUNT: 01129

5/3/42 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

12346466 SUPPLIER NUMBER: 60582485 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Selected Papers.**  
American Journal of Agricultural Economics, 81, 5, 1282  
Dec, 1999  
ISSN: 0002-9092 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 29929 LINE COUNT: 02680

5/3/43 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.


12139394 SUPPLIER NUMBER: 61203374 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The Role of RetailPromotion in Determining Future Brand Loyalty: Its Effect on Purchase Event Feedback.**  
GEDENK, KAREN; NESLIN, SCOTT A.  
Journal of Retailing, 75, 4, 433  
Winter, 1999  
ISSN: 0022-4359 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 11708 LINE COUNT: 01059

5/3/44 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

12137337 SUPPLIER NUMBER: 60582449 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**MEASURING CONSUMER DEMAND FOR ECOLABELED APPLES.**  
BLEND, JEFFREY R.; VAN RAVENSWAAY, EILEEN O.  
American Journal of Agricultural Economics, 81, 5, 1072  
Dec, 1999  
ISSN: 0002-9092 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2845 LINE COUNT: 00299

5/3/45 (Item 5 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

11430713 SUPPLIER NUMBER: 55983990 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The Role of Internal Reference Points in the Category Purchase Decision. (Statistical Data Included)**  
BELL, DAVID R.; BUCKLIN, RANDOLPH E.  
Journal of Consumer Research, 26, 2, 128  
Sept, 1999  
DOCUMENT TYPE: Statistical Data Included ISSN: 0093-5301  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 13790 LINE COUNT: 01182



**5/3/46 (Item 6 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

10166918 SUPPLIER NUMBER: 20224454 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Probabilistic segmentation modelling.**  
Riquier, Christopher; Luxton, Sandra; Sharp, Byron  
Journal of the Market Research Society, v39, n4, p571(17)  
Oct, 1997  
ISSN: 0025-3618 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 6225 LINE COUNT: 00557

**5/3/47 (Item 7 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

09914226 SUPPLIER NUMBER: 17178892 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Sole-sourcing versus competitive bidding: US government agencies' procedural choices for mainframe computer procurement.**  
Greenstein, Shane M.  
Journal of Industrial Economics, v43, n2, p125(15)  
June, 1995  
ISSN: 0022-1821 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 6192 LINE COUNT: 00533

**5/3/48 (Item 8 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

09661177 SUPPLIER NUMBER: 19499035 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Town centre versus out-of-town shopping: a consumer perspective.**  
Alzubaidi, Hassan; Vignali, Claudio; Davies, Barry J.; Schmidt, Ruth A.  
International Journal of Retail & Distribution Management, v25, n2-3, p78(12)  
Feb-March, 1997  
ISSN: 0959-0552 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 6631 LINE COUNT: 00538

**5/3/49 (Item 9 from file: 148)**


DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

08831737 SUPPLIER NUMBER: 18390195 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**What is brand equity anyway, and how do you measure it?**  
Feldwick, Paul  
Journal of the Market Research Society, v38, n2, p85(20)  
April, 1996  
ISSN: 0025-3618 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 9579 LINE COUNT: 00746

**5/3/50 (Item 10 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

08827889 SUPPLIER NUMBER: 18482487 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The impact of staffing policies on retail buyer job attitudes and behaviors.**  
Ganesan, Shankar; Weitz, Barton A.  
Journal of Retailing, v72, n1, p31(26)  
Spring, 1996  
ISSN: 0022-4359 LANGUAGE: English RECORD TYPE: Fulltext; Abstract



WORD COUNT: 11244 LINE COUNT: 00970

5/3/51 (Item 11 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

08116955 SUPPLIER NUMBER: 17365857 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Obtaining purchase predictions via telephone interviews.**  
Brennan, Mike; Esslemont, Don; Hini, Dean  
Journal of the Market Research Society, v37, n3, p241(10)  
July, 1995  
ISSN: 0025-3618 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 4395 LINE COUNT: 00375

5/3/52 (Item 12 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

07304667 SUPPLIER NUMBER: 16124460 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A model of perceived risk and intended risk-handling activity.**  
Grahame R. Dowling; Staelin, Richard  
Journal of Consumer Research, v21, n1, p119(16)  
June, 1994  
ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 11074 LINE COUNT: 00955

5/3/53 (Item 13 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

07261804 SUPPLIER NUMBER: 15404379 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Wishful thinking or hard core hostility? Viewers' support for a reduction in television advertising.**  
Gendall, Philip; Hoek, Janet  
International Journal of Advertising, v13, n1, p65(12)  
Wntr, 1994  
ISSN: 0265-0487 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 4300 LINE COUNT: 00370

5/3/54 (Item 14 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2001 The Gale Group. All rts. reserv.

05196039 SUPPLIER NUMBER: 10925088 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A program of classical conditioning experiments testing variations in the conditioned stimulus and context.**  
Shimp, Terence A.; Stuart, Elnora W.; Engle, Randall W.  
Journal of Consumer Research, v18, n1, p1(12)  
June, 1991  
ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 8393 LINE COUNT: 00716

5/3/55 (Item 15 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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04605057 SUPPLIER NUMBER: 08603870 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Purchasing behavior in embedded markets.**  
Frenzen, Jonathan K.; Davis, Harry L.  
Journal of Consumer Research, v17, n1, p1(12)

131

June, 1990

ISSN: 0093-5301

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 8805

LINE COUNT: 00711

**5/3/56 (Item 16 from file: 148)**

DIALOG(R)File 148:Gale Group Trade &amp; Industry DB

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04546099 SUPPLIER NUMBER: 08287824 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**An investigation into the 'match-up' hypothesis in celebrity advertising:  
when beauty may be only skin deep.**

Kamins, Michael A.

Journal of Advertising, v19, n1, p4(10)

Wntr, 1990

ISSN: 0091-3367

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 6216

LINE COUNT: 00528

**5/3/57 (Item 17 from file: 148)**

DIALOG(R)File 148:Gale Group Trade &amp; Industry DB

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04163388 SUPPLIER NUMBER: 07993800 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**An examination of three multidimensional profiles for assessing consumer  
reactions to advertisements.**

Zinkhan, George M.; Burton, Scot

Journal of Advertising, v18, n4, p6(8)

Fall, 1989

ISSN: 0091-3367

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 5217

LINE COUNT: 00436

**5/3/58 (Item 18 from file: 148)**

DIALOG(R)File 148:Gale Group Trade &amp; Industry DB

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03938942 SUPPLIER NUMBER: 08155192 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Two-sided versus one-sided celebrity endorsements: the impact on  
advertising effectiveness and credibility.**

Kamins, Michael A.; Brand, Meribeth J.; Hoeke, Stuart A.; Moe, John C.

Journal of Advertising, v18, n2, p4(7)

Spring, 1989

ISSN: 0091-3367

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 4579

LINE COUNT: 00387

**5/3/59 (Item 19 from file: 148)**

DIALOG(R)File 148:Gale Group Trade &amp; Industry DB

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03120106 SUPPLIER NUMBER: 04717369 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Bath rugs. (marketing)**

Chain Store Age - General Merchandise Trends, v63, p31(2)

March, 1987

ISSN: 0885-050X

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1170

LINE COUNT: 00087

**5/3/60 (Item 1 from file: 638)**

DIALOG(R)File 638:Newsday/New York Newsday

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**PINPOINTING CONFLICTS IN QUEENS DEVELOPMENT HUNTERS POINT PROPOSALS PUT**

14/

**MAYOR'S PLEDGE TO TEST**

NEWSDAY (ND) - Thursday April 26, 1990

By: Michael Moss. Joseph W. Queen Contributed to this story.

Edition: CITY Section: NEWS Page: 06

Word Count: 2,432

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